

ARTIST DEVELOPMENT SHEET



FIRST NAME:

FAMILY NAME:

INSTRUMENT:

DATE OF ADMISSION:

DATE OF BIRTH:

PLACE OF BIRTH:

NATIONALITY:

LANGUAGES:

Native Speaker:

Fluent:

Good:

Basic:

German:

English:

French:

_____:
(other)

STREET / NR:

POSTAL CODE / CITY:

STATE / OTHER ADDRESS COMPONENTS:

COUNTRY:

PHONE:

MOBILE:

E-MAIL:



AWARDS:

MUSICAL EDUCATION:

REMARKS:

MENTOR:

FIRST NAME:

FAMILY NAME:

PHONE:

MOBILE:

E-MAIL:

ARTIST MANAGEMENT (if any):



STRATEGY

SHORT-TERM:

LONG-TERM:



DEFINING THE ARTIST

PROFILE:

POSITIONING:

BRANDING: Existent: Actions: Time line: Cost:

Repertoire:

CD RECORDING:

Footage Material:

Styling:

Professional
Pictures:

EPK:

TRAINING: Existent: Actions: Time line: Cost:

Mentoring:

PR Training:

Business
Communication:

Business Etiquette:



EXTERNAL IMAGE AND RELATIONS

CAREER LAUNCH:	Existent:	Actions:	Time line:	Cost:
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Performance
Opportunities:

Contact to
soloists:

Contact to
conductors:

Contact to intl.
orchestras:

Accompanying
PR:

ADDITIONAL SERVICES:	Existent:	Actions:	Time line:	Cost:
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Instrument loan:

Contractual and legal
consulting: